Barbara,

The following is a list of my six month accomplishments and goals for the review:

Six Month Accomplishments

--Shipped product internationally end of May. Localized products shipped to UK, France, Germany, Italy and Australia.

      •handed localization material to Cork and participated in production hand-off;
      •coordinated with areas the final review of localized material;
      •worked with distribution to assure smooth hand-off of product.

--Conducted a localization seminar, documented the localization process and started handing off localization to the areas, even though resource editors are not ready.
--Established two third party localizers in the US for third party software.
--Shipped Lisa 2.0 software internationally.
--Finished shipping the upgrade kits in Europe.
--Worked closely with international advertising and PR agencies for Mac programs around the world.
--Worked closely with Japan on putting Apple Japan together and devising a product strategy for Japan.
--Participated in the European PR trip for Mac.
--Continued working closely with engineering on localization and product design.
--Build an international team and lived through Mac/Lisa merger relatively successfully.

Shortcomings

1. Late shipment of product in Europe seriously jeopardized our credibility, but has taught us a lot in the process.
2. We did not receive the localization tools (resource editors) from the lab, therefore all our localization plans (for follow on products and second tier countries) are approximately three months late.
3. In general our group needs tighter discipline and good project planning.

Goals

1. Get as much software as is feasible to the international markets:
      •Apple software--
            --MacPaint/MacWrite in secondary markets (Japan, Benelux, Quebec, Latin America)
            --No later than three month delay for localized software in primary markets and six months in secondary markets.
            --Get 7/7 out in UK, Australia and Canada concurrent with US and three months later in other primary markets.

•Third Party (US and Int'l)--

      --NCC: bring US developers together with International distributors and facilitate the signing of deals. Bring several European software developers and expose them to US distributors. Publicize the easy localization tools at the international third party station.

      --Put together a September software distributors conference that brings together 40-60 US developers and International distributors for comprehensive presentations and deal making.

      --Seek out and publiceze more third party localizers (in addition to the ones already established)

      --Conduct period 'on-site' presentations for major US software developers to raise their conscioussness for International and make sure that they are developing their software in a localizable fashion, publicize localizers and loc'n tools.

2. Ship 512K Macintosh concurrently with the US ship--
    •forecasting
    •allocation
    •production
    •product localization (if any)

3. Help the company define a Japanese strategy:
    •Assist with the 1985 Business Plan
    •Ship Kana Mac in August
    •Define a localization policy for a J-Mac
    •Localization training
    •Help define a strong Japanese third party strategy--
      --Technical training
      --Marketing/Economics training
      --Pro-forma contracts and certification criteria

4. Help in promoting excellence and efficiency in marcom materials int'ly:
    •Collateral Material Design Input--
      --Generic whenever possible for world-wide leverage
      --Timely information to the arears
    •Design the low cost solution for manual production for our secondary markets and for models for third parties.
    •Give access to timely and accurate product information for int'l agencies.

5. Define the Macintosh Office Systems requirements and strategy internationally:
    •International PIP for the Office system by September
    •Event planning and participation from the division

6. Process impovement:
- •Define the localization policy for all software and hardware products
- •Meet with major market representatives at least quarterly
- •Restore credibility after the Macintosh shipment delays
- •Clean up the forecasting process.
- •Help Cork to become an efficient Mac and Lisa localizer and assist Zeist in clean distribution of Macs.
- •Work with manufacturing to solidify production plans for Int'l
- •Build a solid international product marketing team (hire and train two more people).